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News Release ~ Communiqué

Minister of Canadian Heritage Announces Canada Day Poster Challenge Finalists

OTTAWA, April 24, 1995 -The Honourable Michel Dupuy, Minister of Canadian Heritage, today announced the twelve provincial/territorial finalists of the 1995 Canada Day Poster Challenge.

At a ceremony in the Canadian Museum of Civilization, the Minister unveiled twelve distinct and unique pieces of art that reflect Canadian youth's love of country. He also introduced the twelve young Canadians through a video presentation that linked them to the national unveiling from their home towns.

"I am extremely impressed by the high quality of the artwork", said the Minister. "Selecting the twelve finalists from the many thousand submissions produced by young people was not an easy task undertaken by the provincial/territorial Canada Day committees. Each and every one, whether a finalist or not, speaks volumes about the excitement and pride with which young Canadians view their country and our future together".

Representatives of the three national corporate sponsors of the Canada Day Poster Challenge Canadian Airlines International, Maple Leaf Meats and Mobility Canada, who support the Department of Canadian Heritage with this important initiative, were present. Also in attendance were skier Josée Charbonneau, Monika Deol, a MuchMusic personality, and about 150 youth from the National Capital Region.

The name of the 1995 national finalist, to be chosen from these twelve, will be announced at a Canada Day press conference in Ottawa in early June. All provincial/territorial finalists and a family member will be brought to the Nation's capital as special guests of the Minister at Canada Day celebrations on Parliament Hill.

First launched in 1987, the Canada Day Poster Challenge has continued to grow in popularity with Canadian youth with numbers reaching 15,000 from every province and territory.

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